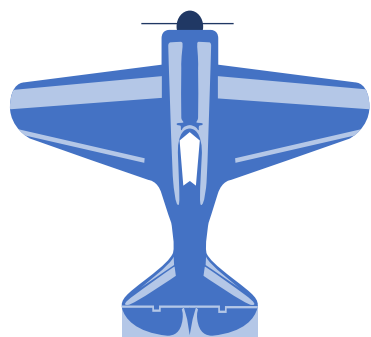
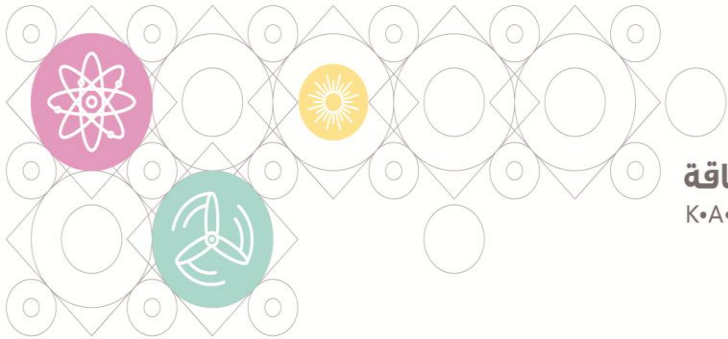




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الذرية والمتجددة K.A.CARE



Mishkat Interactive Center for Atomic and Renewable Energy
Media Plan of the celebration of
The International Science Center and Science Museum Day



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02  Social networks
platforms

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06  Targeted channels and
newspapers

07  Paid advertisement

08  Competition



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First Section

- ❖ What is the celebration
- ❖ Our channels in Mishkat
- ❖ Publications timetable
- ❖ Publications daily schedule



What is the International Science Center and Science Museum Day?

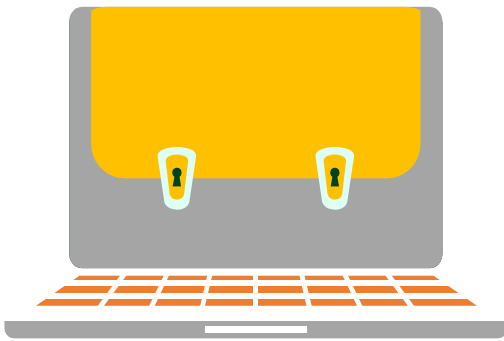


November 10, 2016, International Science Center and Science Museum Day:

Sustainability Solutions: From Local to Global Solutions

The occasion of ISCSMD for peace and development and in cooperation with the International Council of Museums, UNESCO, scientific centers and scientific museums, and networks around the world. Based on this theme, UNESCO aims to create new ways to proactively address global sustainability, on that day, museums and scientific centers invite and encourage a global celebration, and offer activities and workshops within one (or more!) Of the 17 UN sustainable development goals (SDGs).

Mishkat will participate and organize the first celebration of ISCSMD with the world with 8 goals.



Goals Mishkat Achieved: 8 Goals

- ❖ Goal 4: Achieving inclusive and equitable quality education for all.
- ❖ Goal 5: Achieving gender equality and the empowerment for all Gender inequality persists worldwide
- ❖ Goal 6: Access to safe water and sanitation and sound management of freshwater ecosystems
- ❖ Goal 7: Progress in every area of sustainable energy
- ❖ Goal 8: Increasing labour productivity, reducing the unemployment rate, improving access to financial services and benefits are essential components of sustained and inclusive economic growth.
- ❖ Goal 9: Promote inclusive and sustainable economic growth, employment and decent work for all.
- ❖ Goal 12: Make cities and human settlements inclusive, safe, resilient and sustainable
- ❖ Goal 13: Ensure sustainable patterns of consumption and production.

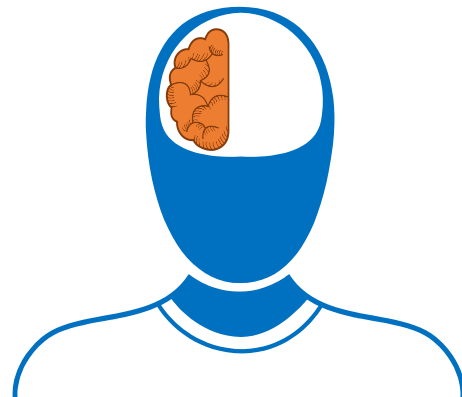
Target audience

Key Category:

- Riyadh residents of families interested in science and would attend activities and workshops with their children
- Riyadh visitors of families during vacations
- Mishkat followers on social media.
- Science communities
- Local and international scientific centers.
- Students Winners of (Energy Explorers)

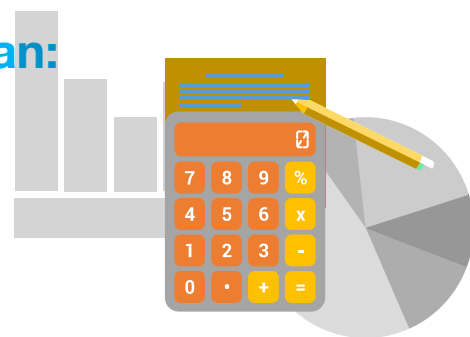
Subcategory:

- Schools\Teachers – as a link to promote and attract potential visitors.
- Media - local, national and international.



Main principles to achieve the media plan:

- Realism «Coverage during the event»
- Inclusiveness «Coverage of all sections»
- Timing «Coverage by Celebration Agenda»
- Spatial dimension «General coverage to encourage visitors to visit the celebration»
- Focus on the target audience «Families and follower on social media»



Media Plan Goals



- ❖ Present Mishkat Interactive Center as a scientific exhibition, and highlight that it is an initiative of King Abdullah City for Atomic & Renewable Energy.
- ❖ Achieving and prompting SDG's goals
- ❖ Support Saudi Arabia's leadership in the energy field, and emphasize the importance of nuclear and renewable energy generation and usage.
- ❖ Promote learning and creativity in sustainable energy science and technologies through innovative experiences, and to contribute in the development of the national human resources.
- ❖ Realize Vision 2030 and the National Transformation 2020 in inspiring and motivating rising generations to be the pioneers of the sustainable energy future.
- ❖ Increase the number of visits to Mishkat Interactive Center.
- ❖ Bring up the number of followers on Mishkat official website and social media channels.
- ❖ Give Mishkat an image of a scientific exhibition in every field related to science, especially sustainable energy in Saudi Arabia.



Mishkat Interactive social networks platforms





Our followers in numbers:



On Twitter

Total Followers	28.266 Followers
Males	59%
Females	41%



On Facebook

Total Followers	1386 Followers
Males	55%
Females	45%



On Instagram

Total Followers	10200 Followers
Males	44%
Females	56%



On Snapchat

Total Followers	1356 Followers
Males	39%
Females	61%

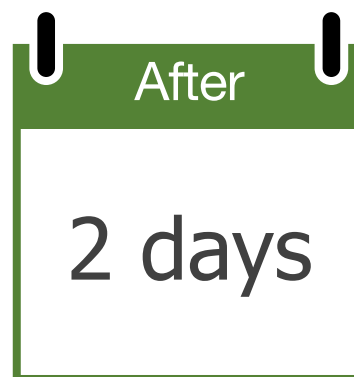


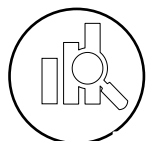
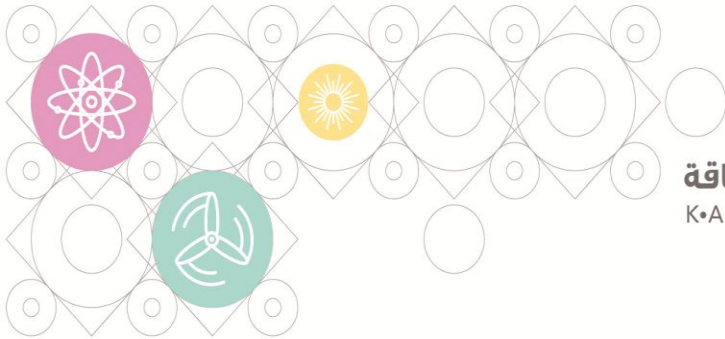
Publications timetable

Publications go through three stages: Before, During and After.
And its dates vary as follows:

October						
M	T	W	T	F	S	S
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	5	6	7	8	9	10

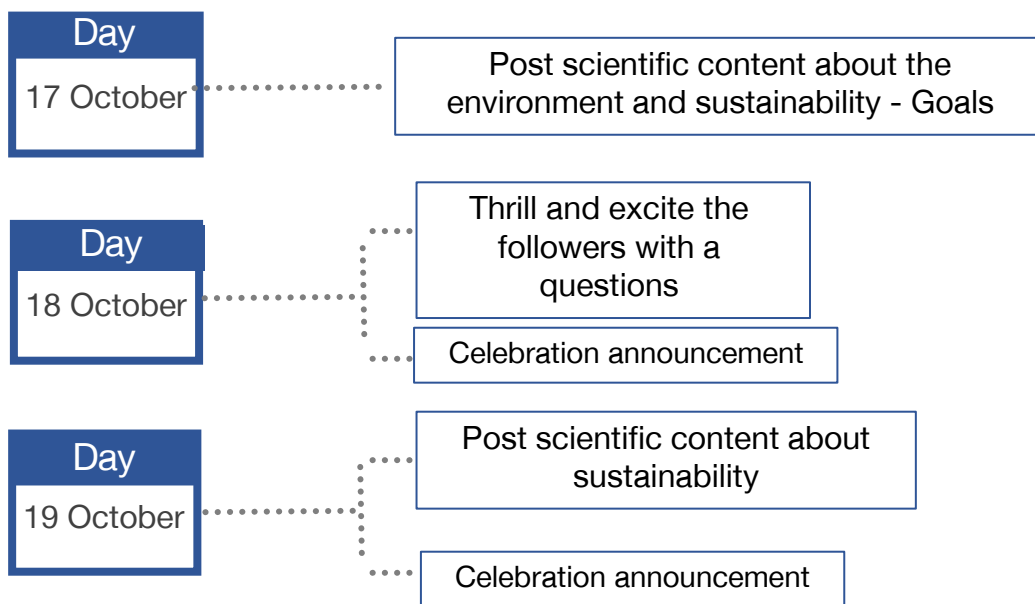
November						
M	T	W	T	F	S	S
27	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	29	30	31
1	2	3	4	5	6	7





Daily publications plan:

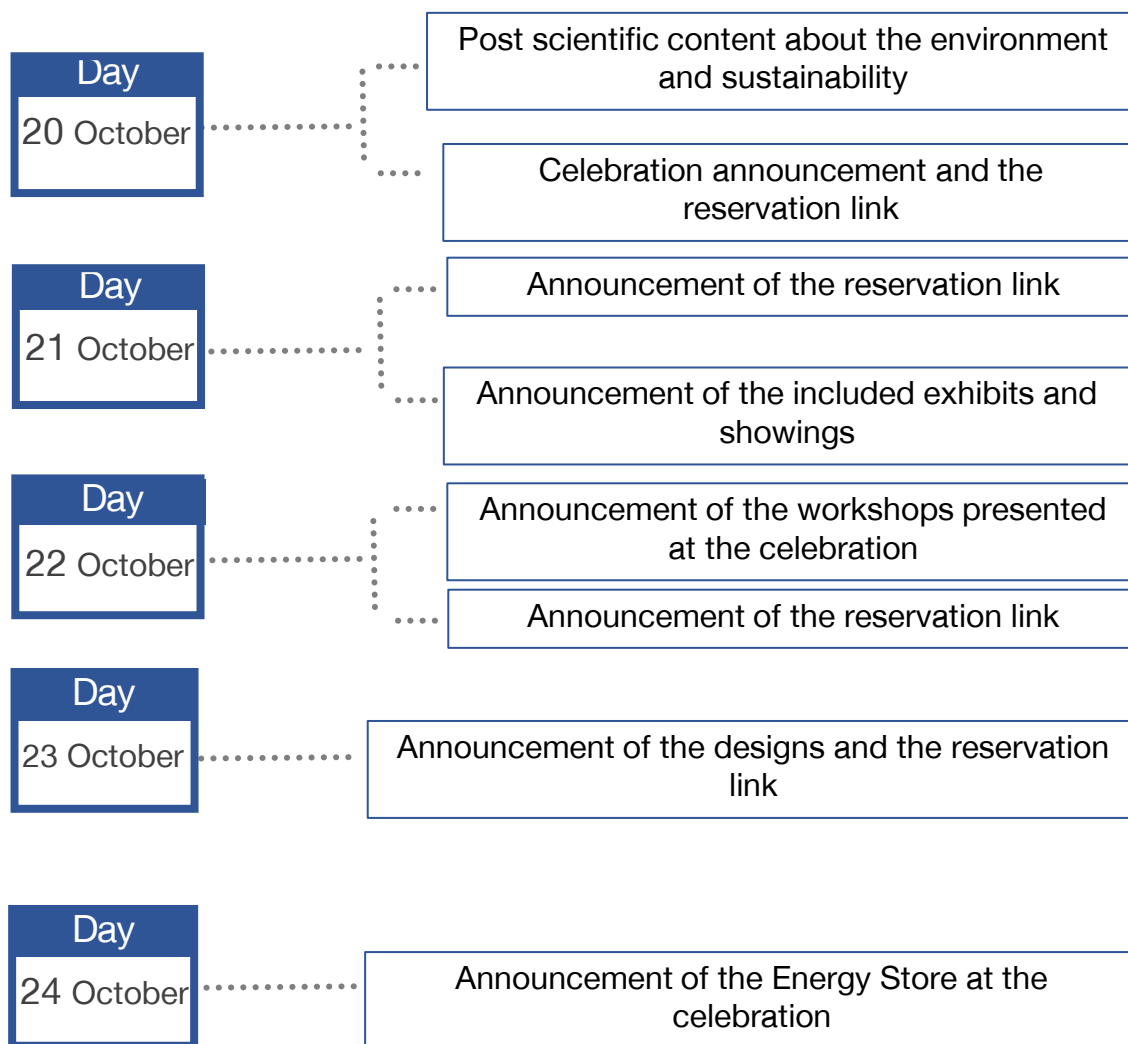
The plan will include the highlights of matters the tweets should be about before, during and after the celebration:

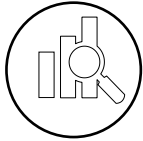




Daily publications plan:

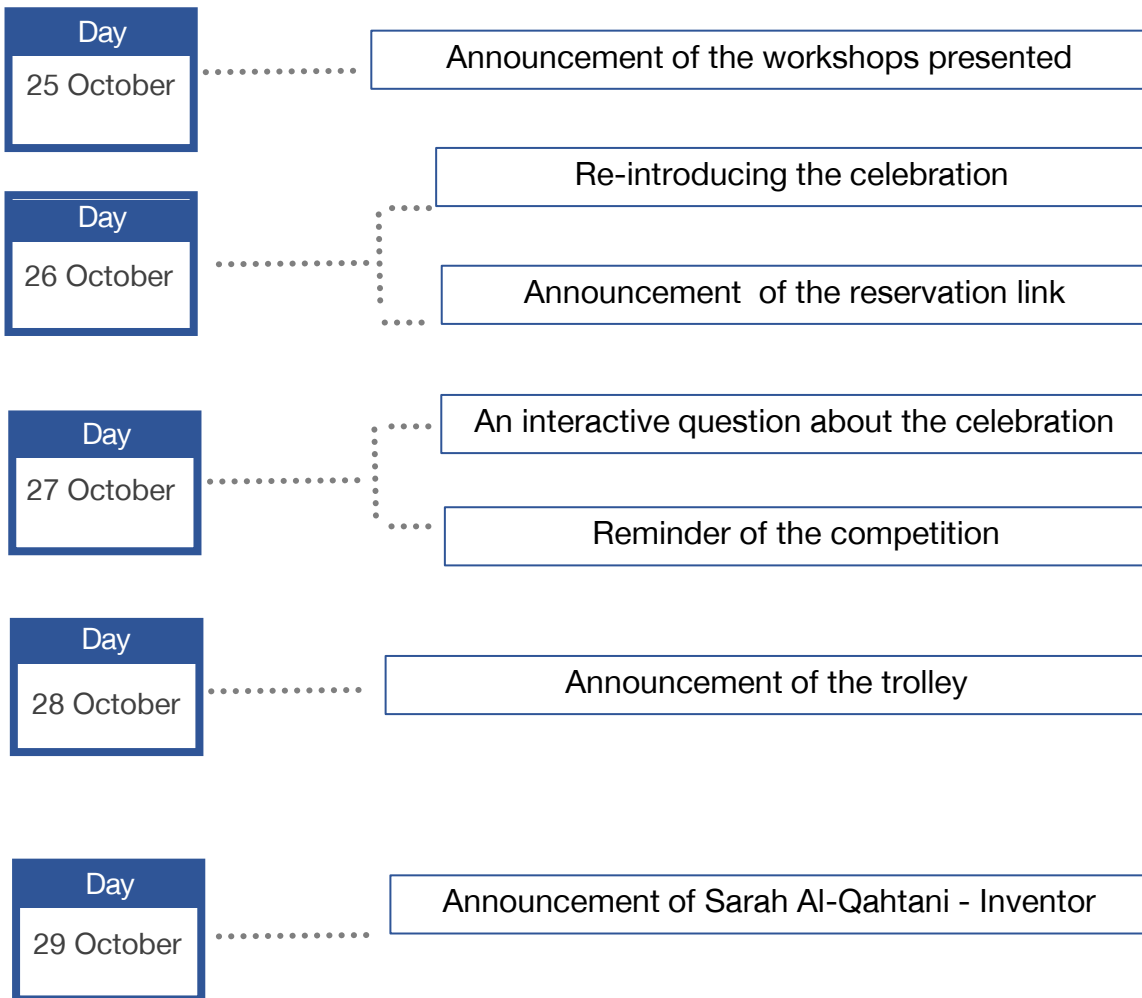
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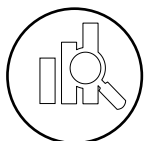
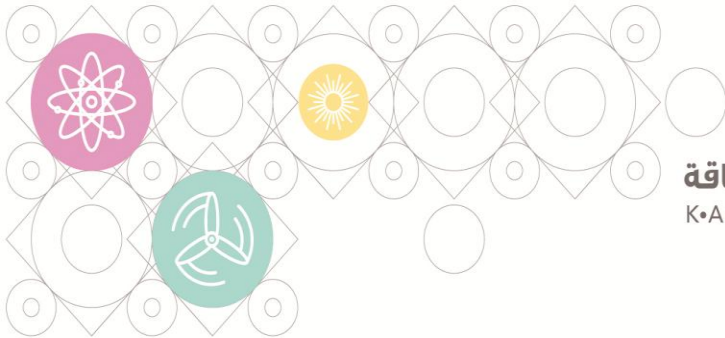




Daily publications plan:

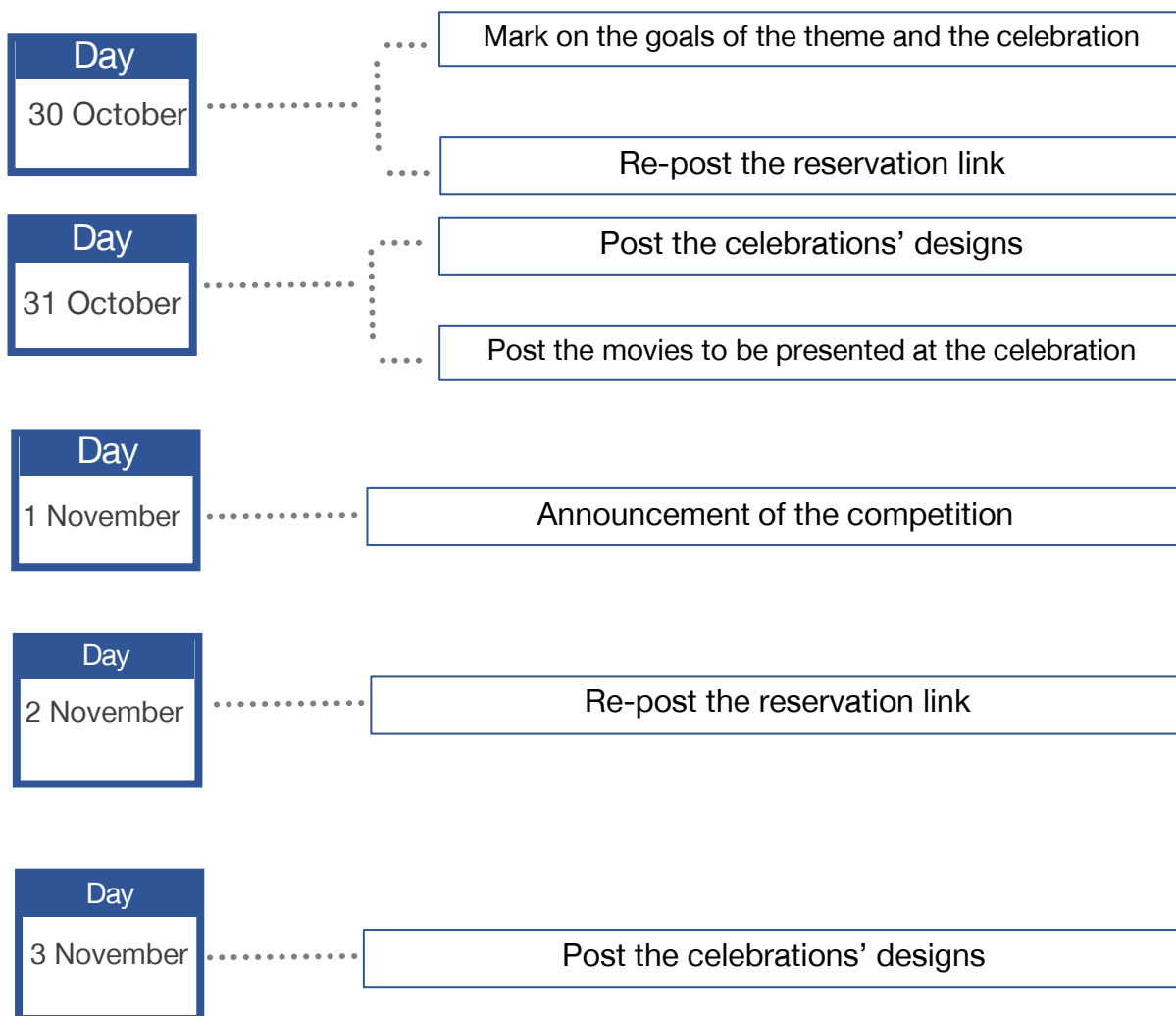
The plan will include the highlights of matters the tweets should be about before, during and after the celebration:

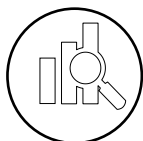




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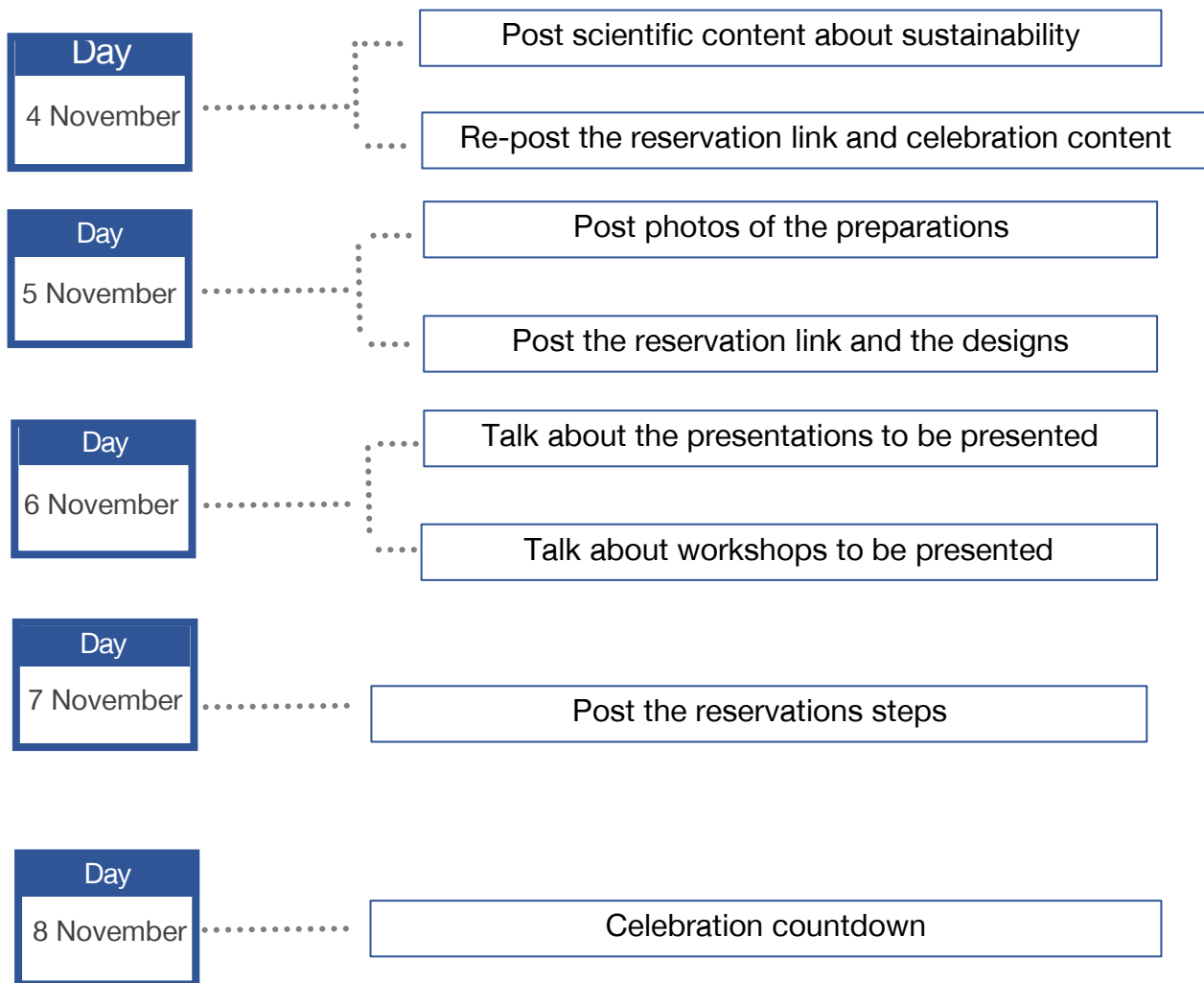
The plan will include the highlights of matters the tweets should be about before, during and after the celebration:

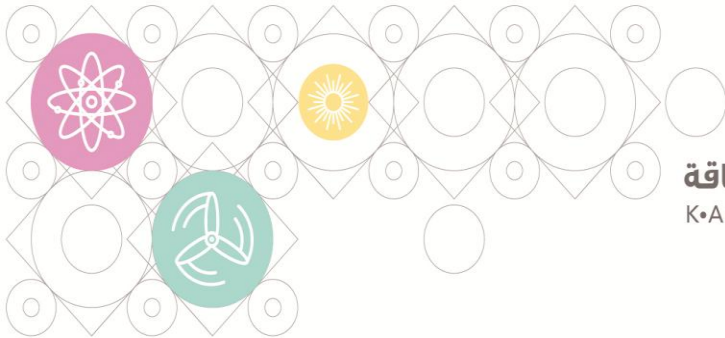




Daily publications plan:

The plan will include the highlights of matters the tweets should be about before, during and after the celebration:





Daily publications plan:

The plan will include the highlights of matters the tweets should be about before, during and after the celebration:

Day

9 November

Post the celebration countdown

Re-post the celebration's announcement

Day

10 November

Post photos of the
preparations

The countdown

Welcome the visitors

Post photos during the
event

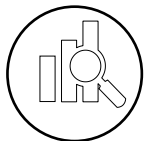
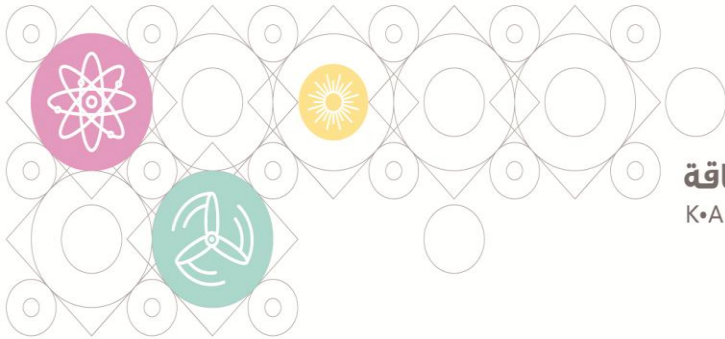
Previews of the
presentations

Previews of the workshops

Previews of the films

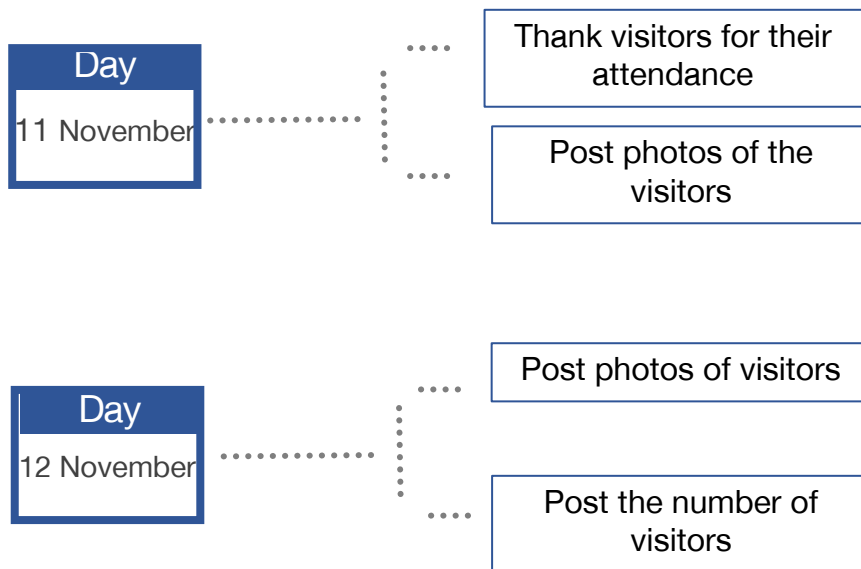
Talks about Sarah Al-
Qahtani and the Trolley





Daily publications plan:

The plan will include the highlights of matters the tweets should be about before, during and after the celebration:





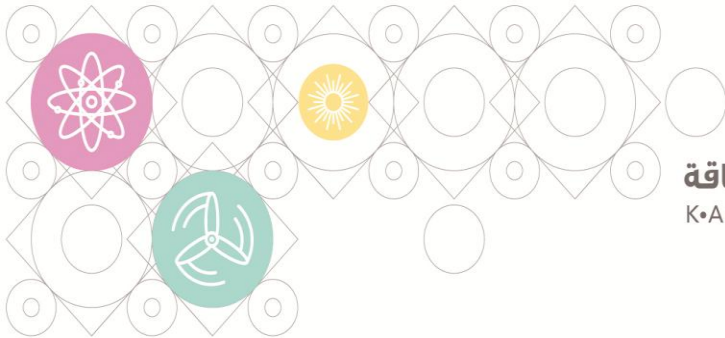
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Second Section

- ❖ Targeted Influencers
- ❖ Targeted Newspapers
- ❖ Targeted Channels





Influencers expected to attend

Youth category:



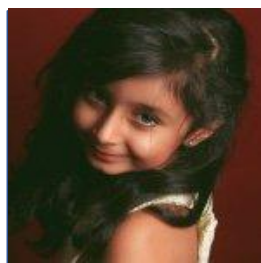
Adwa Aldakheel



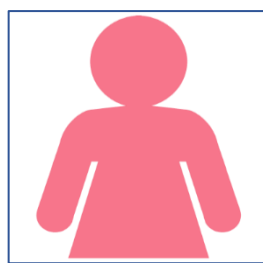
Abeer Alwgait



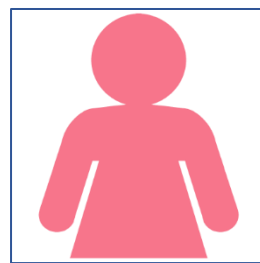
Feras Bugnah



Afnan AlNamlah



Deemah AlShaya



Asayel AlJuwe'd



Influencers expected to attend
Intellectuals category:



Essam AlZamil



Abdullah AlJumah



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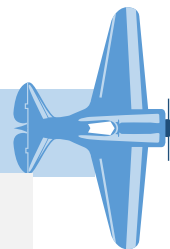
Third Section

❖ Media Analytics

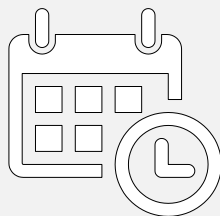




Detailed information



Dates of registration
Facebook 2016
Instagram 2014



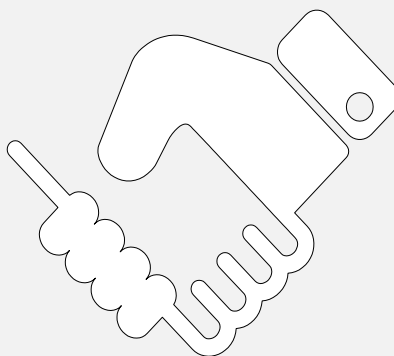
Most active hashtags

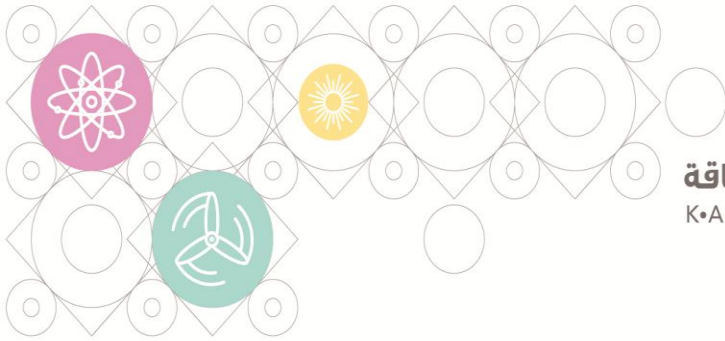
#Mishkat

#Noor_at_Mishkat

#شوف_كيف_صار

Followers
Increases





Fourth Section

- ❖ The incentive competition for the celebration
- ❖ The competitions' requirements



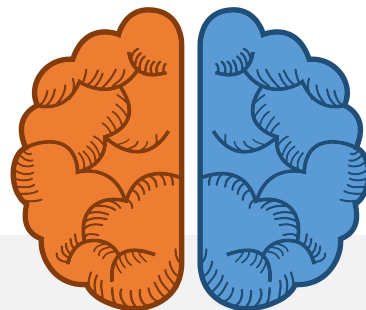


The competition

The objective of the competition?

To reach and gain the largest number of audience to attend and promote the celebration.

The idea and mechanism of the competition?



- ❖ Suitable for age of 12-35 years
- ❖ Post a question on social media channels with a design about sustainability
- ❖ Link the question to the Energy Talks bulletin
- ❖ Winners to be selected upon the following:
 - ✓ Post the design on his/her page
 - ✓ To answer the question on his/her page
 - ✓ Refer to our channels
 - ✓ The winner will have the most likes
- ❖ The number of winners will be 10 «**corresponding to the date of the celebration**»
- ❖ Winners will get the following:
 - ✓ Discount from Energy Store
 - ✓ Priority of attendance in scientific presentations and workshops.

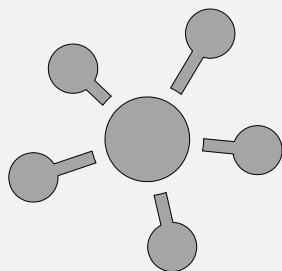




The competitions' requirements



A scientific question about sustainability under the condition to be linked to the Energy Talks bulletin so that it can be read and answered.

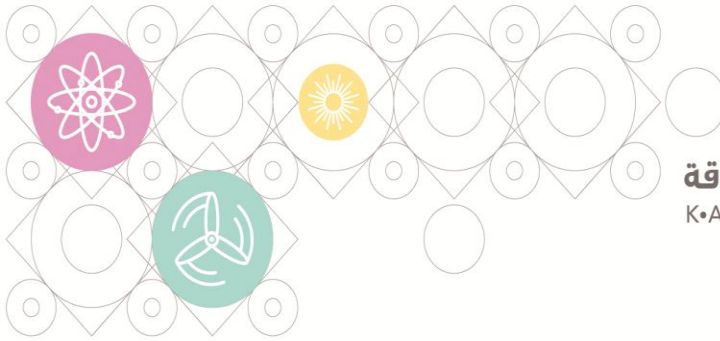


Design a caricature for the question

Example of the question format:

Do you think we can utilize atomic energy in desalination of the sea water ?!

Read the Energy Talks and answer the question in your page, refer to us with the picture above in order to win a discount from the Energy Store and the priority of booking for the scientific presentations and workshops at the family celebration at Mishkat Interactive Center.



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Media plan ends here

Thank you

